WHAT IS CLAIMED IS:

1. An image sensing apparatus having image sensing means for scanning a subject and outputting a video signal of the subject, comprising:

zone selecting means for selecting any zone from the video signal;

exposure detection means for detecting a signal conforming to exposure of the zone;

exposure control means for controlling exposure based upon the signal; and

exposure maintaining means for maintaining a value relating to exposure which prevails when control by said exposure control means is optimized, wherein state of control of exposure by said exposure control means is maintained based upon the value relating to exposure maintained by said exposure storage means.

2. The apparatus according to claim 1, wherein if the value relating to exposure is outside a prescribed range of values stored in advance, said exposure maintaining means selects an upper-limit value or a lower-limit value of the prescribed range of values as the value relating to exposure.

3. An image sensing apparatus having image sensing means for scanning a subject and outputting a video signal of the subject, comprising:

zone selecting means for selecting any zone from

the video signal;

exposure detection means for detecting a signal conforming to exposure of the zone;

exposure control means for controlling exposure based upon the signal;

exposure maintaining means for maintaining a value relating to exposure which prevails when control by said exposure control means is optimized, state of control of exposure by said exposure control means being maintained based upon the value relating to exposure maintained by said exposure storage means; and

selected-zone detection means for determining whether the video signal captured by said image sensing means contains a video signal of said zone upon elapse of a prescribed period of time, and outputting a signal which nullifies maintenance, by said exposure maintaining means, of the value relating to exposure if the video signal of said zone is not contained.

4. The apparatus according to claim 3, wherein if the value relating to exposure is outside a prescribed range of values stored in advance, said exposure maintaining means selects an upper-limit value or a lower-limit value of the prescribed range of values as the value relating to exposure.

5. The apparatus according to claim 3, further comprising selecting means for allowing a photographer

to select whether maintenance of exposure by said exposure maintaining means is to be nullified or not.

6. An image sensing apparatus having image sensing means for scanning a subject and outputting a video signal of the subject, comprising:

zone selecting means for selecting any zone from the video signal;

exposure detection means for detecting a signal conforming to exposure of the zone;

exposure control means for controlling exposure based upon the signal;

exposure maintaining means for maintaining a value relating to exposure which prevails when control by said exposure control means is optimized, wherein state of control of exposure by said exposure control means is maintained based upon the value relating to exposure maintained by said exposure storage means;

memory means for storing a video signal of said zone; and

selected-zone detection means for determining whether a zoomed video signal captured by said image sensing means contains the video signal of said zone stored in said memory means, and outputting a signal which nullifies maintenance, by said exposure maintaining means, of the value relating to exposure if the video signal of said zone is not contained.

7. The apparatus according to claim 6, wherein if the value relating to exposure is outside a prescribed range of values stored in advance, said exposure maintaining means selects an upper-limit value or a lower-limit value of the prescribed range of values as the value relating to exposure.

8. The apparatus according to claim 6, further comprising selecting means for allowing a photographer to select whether maintenance of exposure by said exposure maintaining means is to be nullified or not.

9. An image sensing apparatus having display means for displaying an image signal, comprising:

a pointing device for selecting any zone in a screen displayed by said display means;

adjusting means for applying a prescribed adjustment to a video signal of said zone;

a memory for storing adjusting data obtained from said adjusting means; and

control means which, when adjustment by said adjusting means has attained a prescribed state, is for storing the adjusting data prevailing at this time in said memory.

10. The apparatus according to claim 9, wherein said pointing device is a line-of-sight detecting device for detecting position of a photographer's line of sight directed toward the screen.

11. The apparatus according to claim 9, wherein said pointing device is a mouse.

12. The apparatus according to claim 9, wherein said pointing device is a track ball.

13. The apparatus according to claim 9, wherein said adjusting means adjusts exposure of the image sensing device by adjusting f-stop, a shutter and gain.

14. The apparatus according to claim 9, wherein when adjustment by said adjusting means has attained a prescribed state, said control means maintains the state of adjustment prevailing at this time.

15. The apparatus according to claim 9, further comprising selecting means for allowing a photographer to select whether storage of the adjusting data by said control means is performed or not.

16. The apparatus according to claim 9, wherein said screen is a monitor screen of an electronic viewfinder.